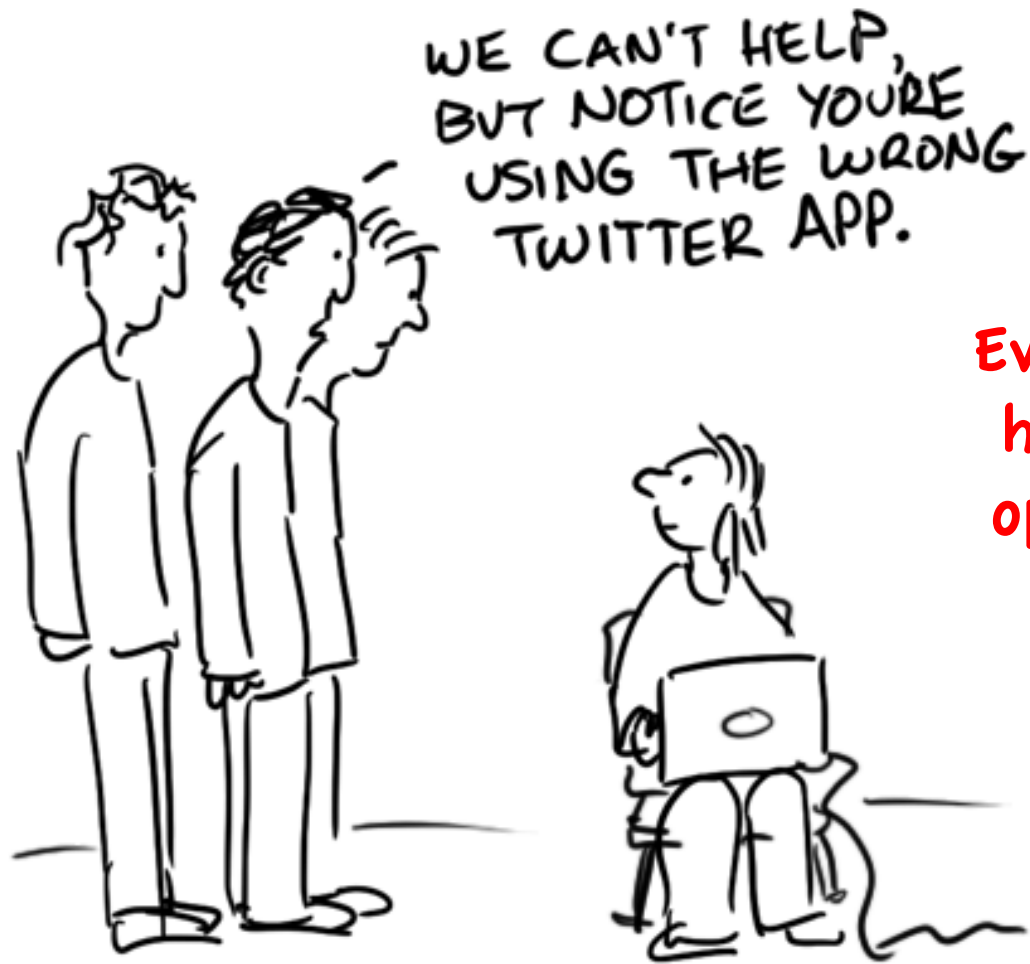


What is Community Management?



What is Community Management?



**Everyone
has an
opinion!**



But Here Goes Anyway...

- You have a community by having a company, a brand or a website.
- People who use your products or services or visit your website ARE your community, and they have a wide variety of needs.
- Some want products; some want information; some want answers; some are looking for entertainment; and some just want to vent.

Taking Care of Your Community

- Know who they are.
- Know what they want.
- Learn how to leverage these people so they provide value to your company at the same time you provide access to what they need.





Know Who They Are

- Ask them
 - View insights
 - Do your homework
 - Research other marketing materials
 - Seek out competitors to see what they're doing right and wrong
-

Know What They Want

Why do people follow brands online?	% Given by consumers
Sales/discounts/specials	65%
Learn about new products	55%
I like the company/cause	38%

- People follow brands because they want something in return!

** 2011 survey by Chief Marketing Officer (CMO) Council and Lithium*

Know What They Want

Why do people follow brands online?	% Given by marketers
They like our content	57%
They want to be heard	41%
Sales/discounts/specials	27%

- Why is it so hard for marketers to understand this?

** 2011 survey by Chief Marketing Officer (CMO) Council and Lithium*



Develop Your Content Strategy

- Speak with an authentic voice
- Use “you” and “we” instead of “me” or “I”
- Use a content calendar, but be flexible
- Give fans what they want – following the 80/20 rule



Remember, it's a Give and Take

- Learn how to leverage your community members so they provide value to your company at the same time you provide access to what they need.
- If you do this, you'll get so much more out of your fans and followers.
- They will become your advocates.

The Heart of Integrated Marketing



Case Study: UW Alumni Association



Taking a Pragmatic Approach

- Dwindling sales
- Poor brand perception
- Facebook fans helped us refine a new message
- Social media drove the campaign
- 44% increase in membership
- New identity, new era





Who We Are

- UW Alumni Association is a 501(c)3
- 50K dues-paying members
- Public advocacy arm of the University of Washington
- Entry point for many donors, most importantly young alumni
- *If you love the UW, you'll love UWAA membership!*



Who They Are

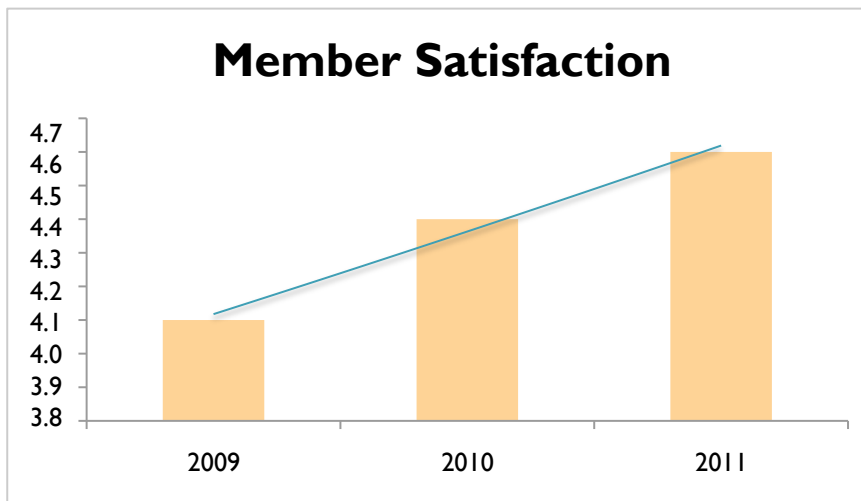
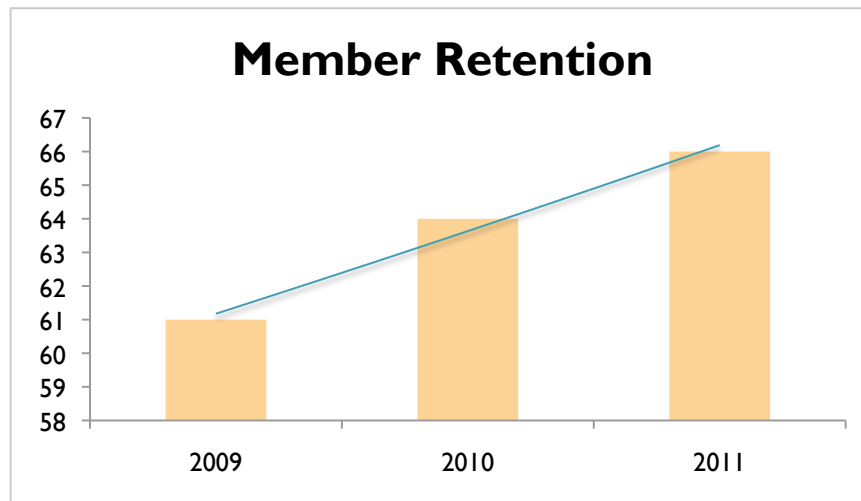
- Average age is 55
 - 100% college educated
 - 70% live within driving distance of campus
 - Only 14% of alumni are UWAA members
 - Membership isn't for everyone, but there was certainly room to grow
-



Where We Started

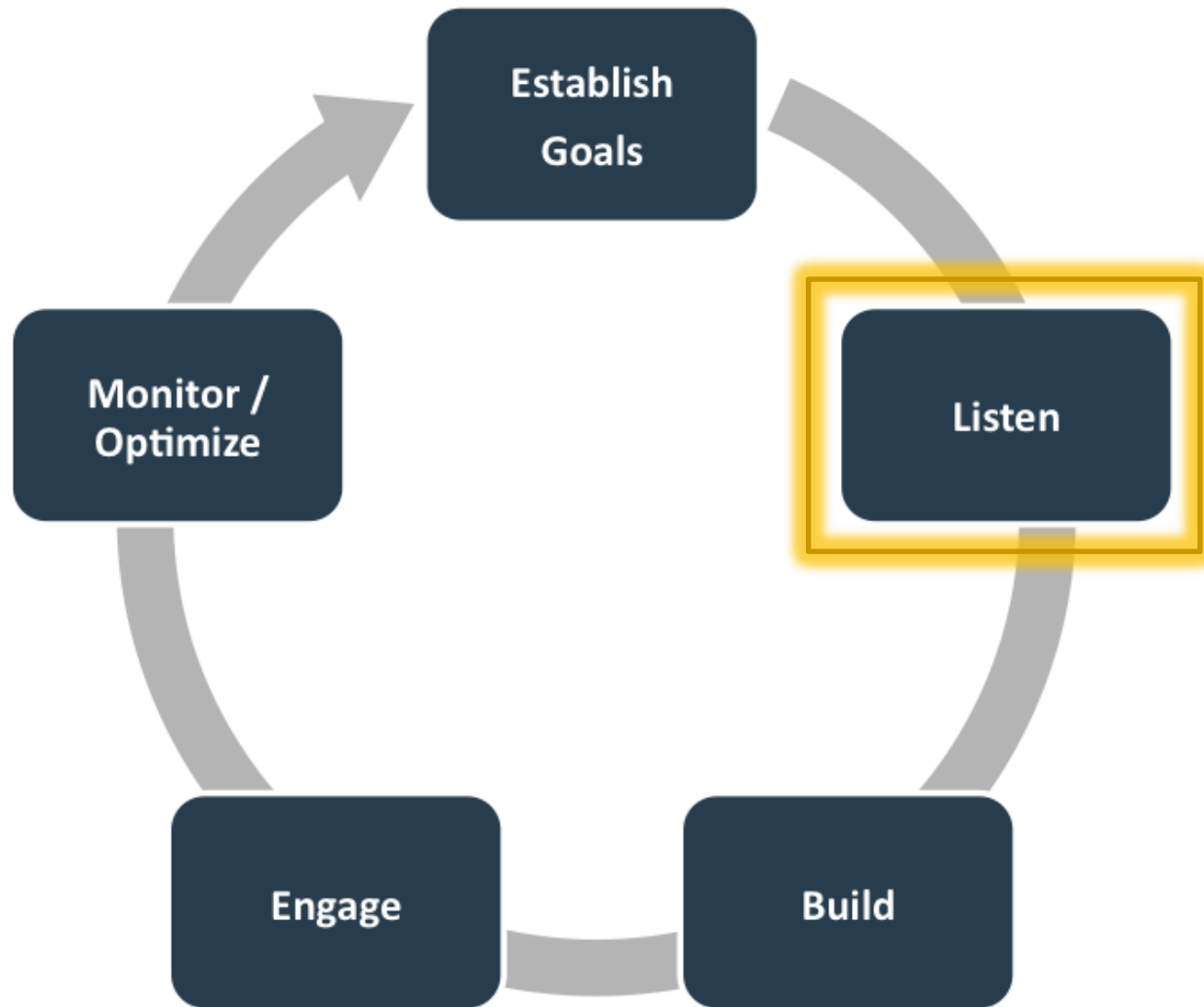
- Membership was losing \$100K/yr
 - Business model under fire
 - UW leadership losing interest in UWAA
 - Does membership make sense anymore?
-

Where We Are Now



- Revenue and participation are way up
- Membership has become the core element of UWAA
- How did we do it?

First, We Listened





We Used...

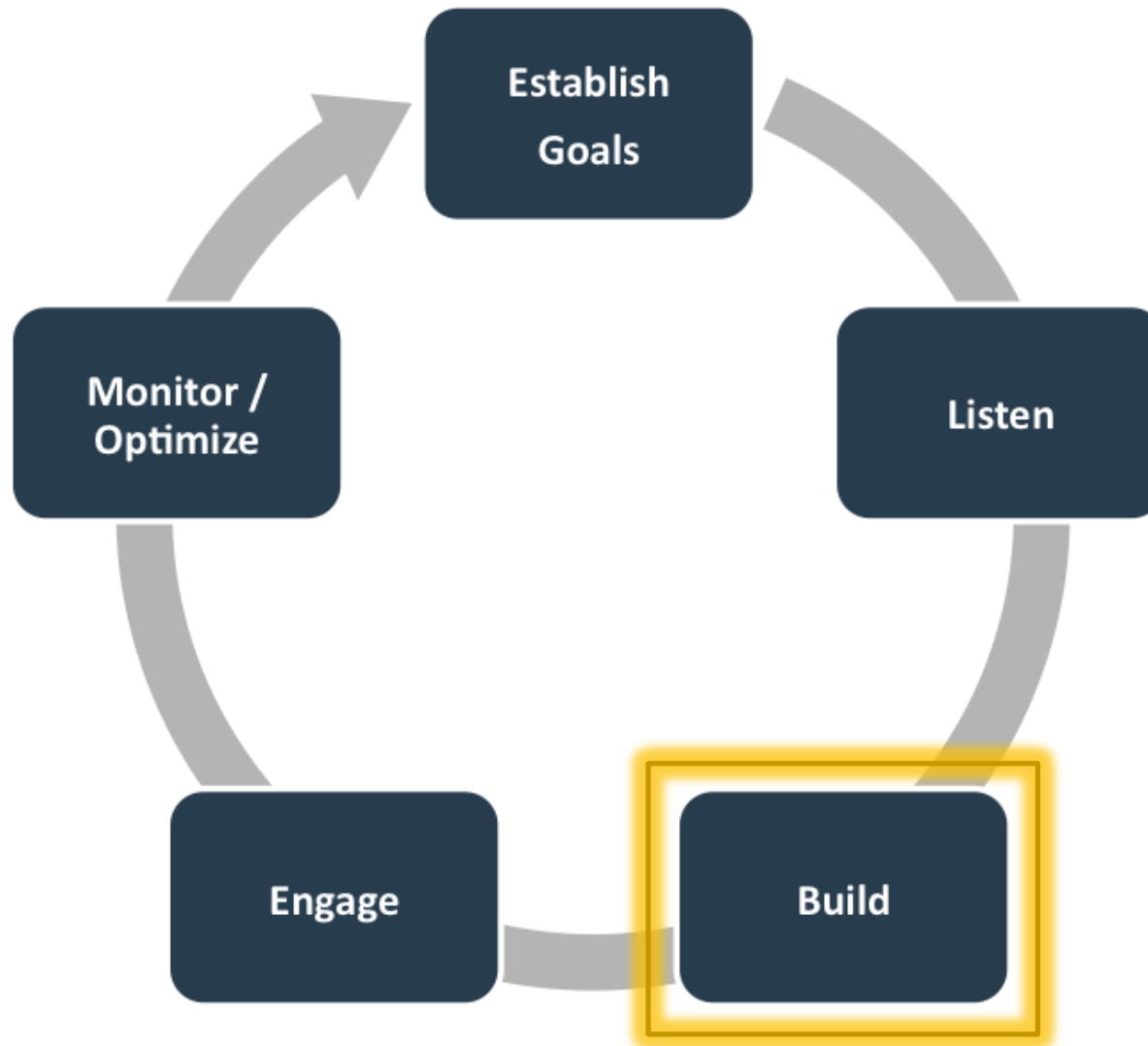
- Alumni focus groups
- Staff focus groups
- Social media – Facebook in particular
 - 6K Facebook fans, 3/4 of which are members
 - 10% of all members are fans
 - Not a great broadcast channel, but large enough to use as a sample size



We Found...

- Few advocates
 - Members couldn't explain membership, and neither could we
 - Staff didn't believe in the product
 - There was little difference between being a member and a non-member
 - Clearly, we had an image problem!
-

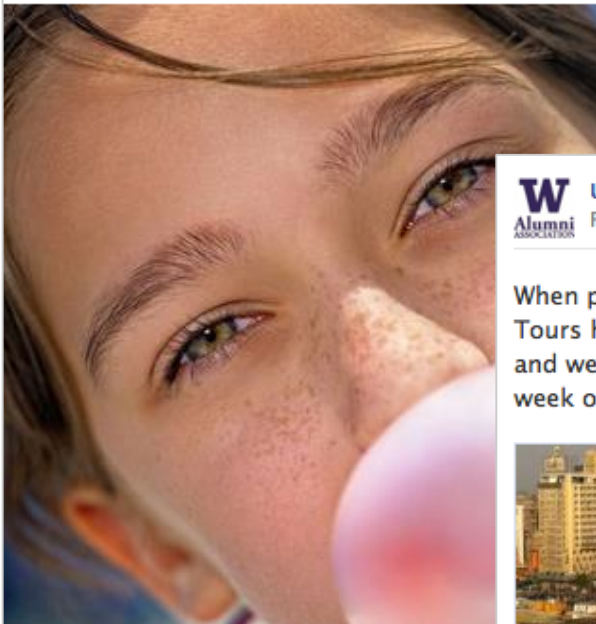
So We Built a Member Identity



Leveraging Our Facebook Fans

W UW Alumni Association
February 25, 2011

Friday's fun fact: A UW alum invented bubble gum. Semon, who also invented color TV (what a guy!) regular gum and made it blow great big bubbles. children delighted. Parents on road trips, not so



W UW Alumni Association shared a link.
March 7, 2011

Say hello to Molly Wizenberg, a former Ph.D. student at UW who now writes the popular food blog "Orangette." Molly's been busy of late, with a podcast, book deal and restaurant opening all on her plate.



Life's a dish for "Orangette" author Molly Wizenberg
depts.washington.edu

An intense love of food is nothing new to Molly Wizenberg, a former University of

W UW Alumni Association shared a link.
February 4, 2011

When protests broke out in Cairo last week, UW Alumni Tours had two groups in Egypt. Everyone is home safely and we will have plenty of stories and photos to share next week on the UWAA blog.

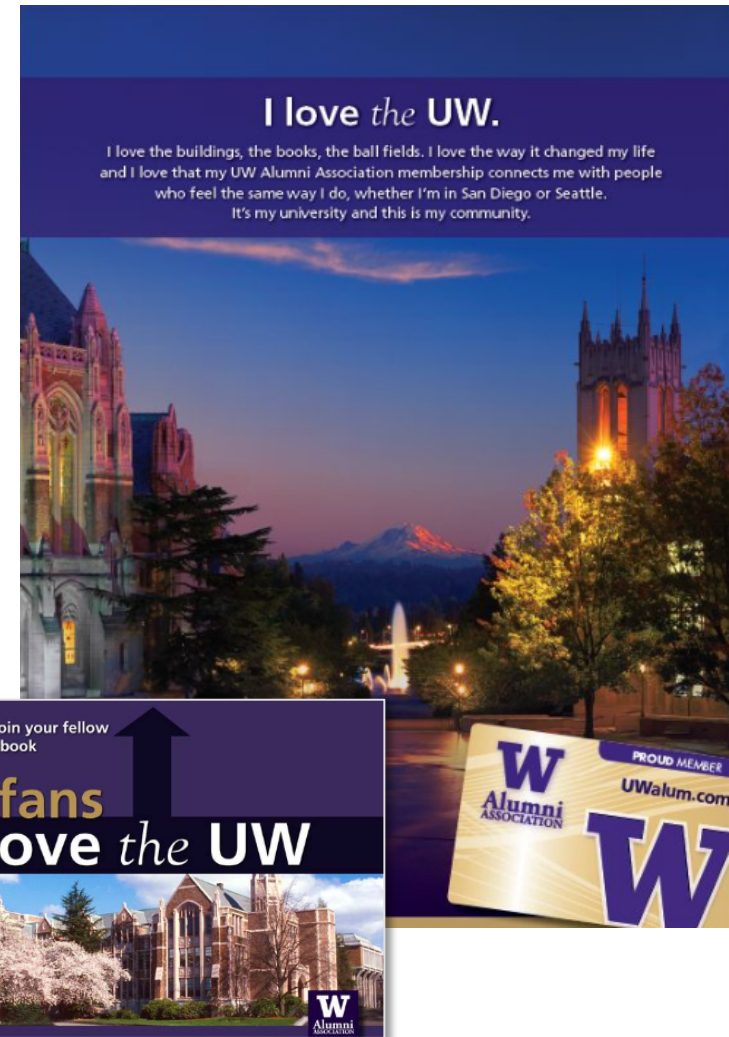


Alumni groups in Egypt are back home safely
depts.washington.edu

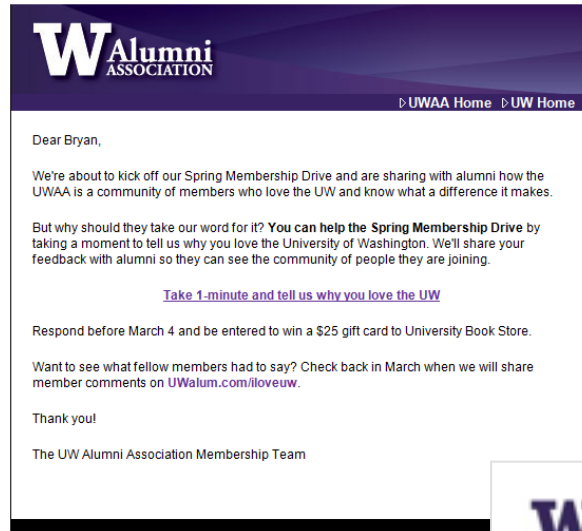
When protests broke out in Cairo last week, UW Alumni Tours had two groups in Egypt. It's been an exciting week, and I thought you might like to hear that Susan Cathcart, our assistant director of

Members “Love” the UW

- At least that’s what we wanted to believe
- To be sure, we tested the message through Facebook, Twitter and custom blog posts
- We learned this language humanized the UWAA and those connected to it (i.e. alumni)



We Asked One Simple Question



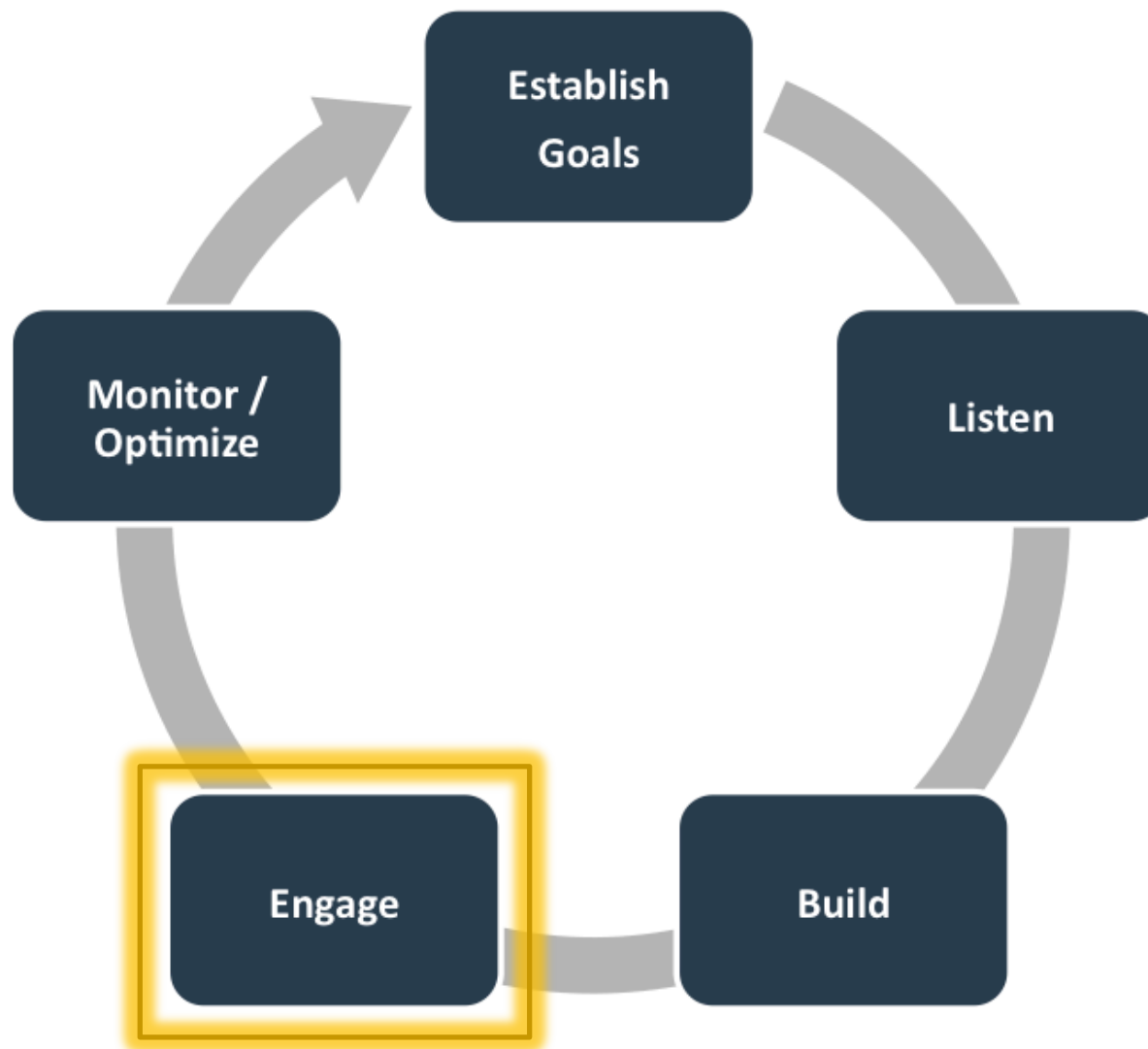
**Tell us why you
love the UW.**



**More than 900
responses in
48 hours!**



And Away We Went



Great Quotes, Great Potential

- Designed and built a custom Blogger site
- Manually input 900+ member comments, including tags
- Fully searchable by class year (78), major (engineering) or interest (football)
- Liquid content made for easy sharing



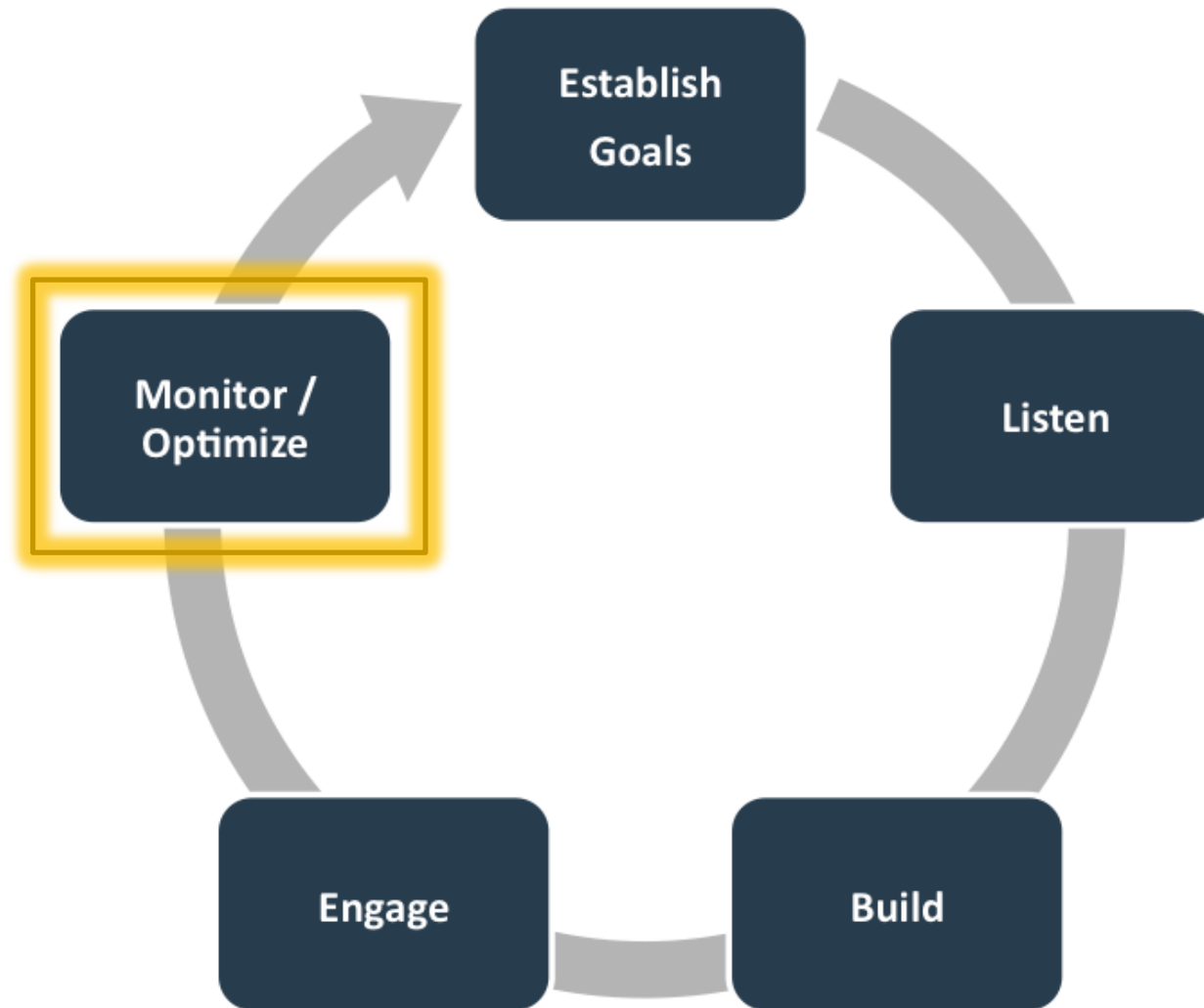
www.UWalum.com/iloveuw



Social Media's Role

- *Columns* magazine reaches 250K 4x/yr
- E-newsletter reaches 25K members/mo
- Print mailings and direct mail reach 50K during seasonal campaigns
- Facebook reaches 6K daily
- We used social media to drive continual traffic to the blog and build on this idea that members “love” the UW

Bringing it All Together



Linked with Our Promise

If you love the UW, you will love UWAA membership.

Join today at UWalum.com!



Fall Membership Drive

If you love the UW, you will love UWAA membership!

Join before Nov. 30 and get a free gift!

[JOIN UWAA NOW](#)



If you love the UW... you will love UWAA membership.

Stand with the UWAA in its mission to support the UW and higher education

Stay connected no matter where you live

Get unique benefits that are tailored for people who love the UW (like you!)

Join today at UWalum.com/join



love *the* UW?



You've got to be a member!

Join the community of 50,000 alumni and friends who love the UW and know what a difference it makes. Plus get discounts, access to UW libraries, invitations to special events and lectures, and so much more.

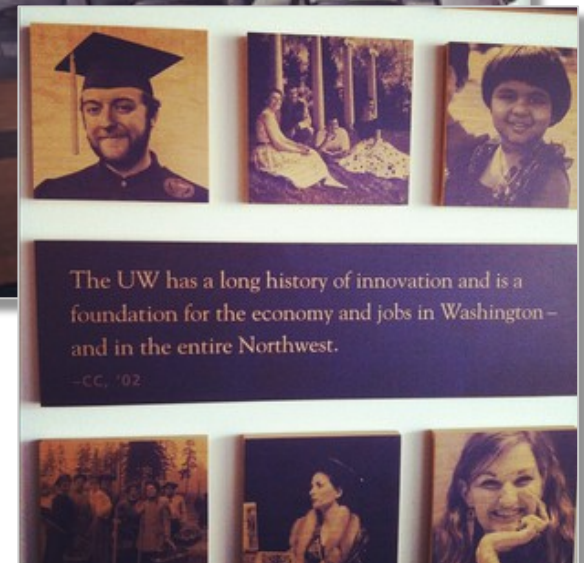
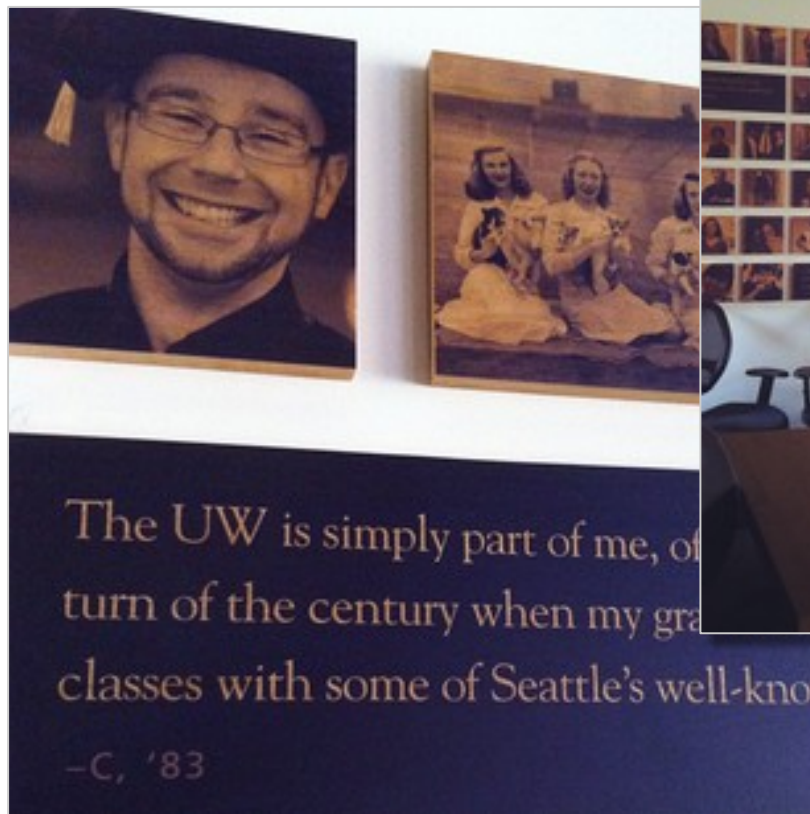
[JOIN UWAA NOW](#)

I love *the* UW.

I love the buildings, the books, the ball fields. I love the way it changed my life and I love that my UW Alumni Association membership connects me with people who feel the same way I do, whether I'm in San Diego or Seattle. It's my university and this is my community.

  UNIVERSITY of WASHINGTON

Changed Our Brand Forever





Final Results

- 44% increase in membership
 - Revenue turned around
 - Participation skyrocketed
 - Staff morale was up dramatically
 - Social media played a major role in our ability to pinpoint the message we needed to reinvent the brand
-



That's Community Management

- Keep your fans engaged
- Know what they want
- Find your specialty and stick with it
- A healthy community will be there for you when you need them the most